

**Job Description for the post of Manager – China, Shenzhen**

**Department** International Office

**Division** Communication, Marketing and Advancement

**Location** Room 511, Student Centre, Chinese University of Hong Kong, Shenzhen

**Responsible to** Senior International Officer (East Asia)

**Responsible for** 2 International Officers (Beijing, Shenzhen)

**Purpose of the post:**

1. To lead and support the development of the University's international strategies and marketing in China and assist in its implementation.
2. To implement key initiatives identified in Regional Operational Plans.
3. To develop and support the institutional recruitment links in line with the International Recruitment Strategy 2025.
4. To work with Careers and Employability Centre at Sussex to support the development of Internship programmes in the region.
5. To support development of International Summer Schools and Exchanges activities.
6. To nurture, maintain relationships and support project developments with our partner – CUHK and CUHK SZ.
7. To develop good working relationships that supports the University's international strategy and delivers excellent customer service.
8. To oversee the day-to-day operation of Beijing, Shenzhen offices and staff, including managing the budget and expenses.
9. To provide day-to-day line management support for the International Officers based in China.
10. To maintain good relations with external organisations and institutions.
11. To provide support in developing the University's key international strategic areas of customer relationship management; marketing and communication; production of Chinese marketing materials; Chinese digital and social media; scholarships and bursaries; portfolio development; and partnerships.
12. To support different forms of academic engagement in the region.
13. To gather market intelligence that contributes to the understanding of China in particular the Southern/Pearl Delta Region.

**Key working relationships:**

International Officers, Senior International Officers, Head and Deputy Head of International Office, Director of Student Recruitment and International Affairs, Professional Services staff, Academic staff, International Partnerships, Careers and Employability Centre and SRS staff.

**Main duties**

**To lead and support the development of the University's international strategies and marketing in China and assist in its implementation**

1. Provide leadership, direction and oversight of international activities in a particular region and monitor performance.
2. To support the development and management of recruitment partnership agreements.
3. To support the development and management of Internship programmes in the region.
4. To undertake visits in China to raise the profile of the University in specific regions, including education exhibitions, partner visits and student counselling.
5. To work with overseas representatives and education agents to improve conversion and enhance the quality of the student intake.
6. To support the development of three-year International Marketing strategies for the designated region, annual Situational Analysis of priority cities within that region, and Operational Plans (triannual and annual).
7. To be the account manager and primary contact for overseas representatives in a designated region, developing strong working relationships and providing responsive customer service.
8. To maintain contacts with institutions and key individuals in China (e.g. British Council, ministries, funding bodies, agents, internship organisations, Study Group, Embassies, Education UK) and contributing to UK or international activities with a view to strengthening the University's general profile, International activities, partnerships, exchanges and research collaboration.
9. Cultivate University wide engagement by developing strong supportive working relationships with internal stakeholders to deliver the strategic aims in designated region.
10. Support the Head of International Office and Senior International Officers in ensuring all publicity material is comprehensive, up to date and relevant to the target region.

11. Help analyse opportunities to develop study abroad and other short-term programmes for fee-paying visiting students in China.
12. Support key activities in consultation with the Head of International Office and Senior International Officer (East Asia).

**To nurture, maintain relationships and support project developments with our partner – CUHK and CUHK SZ. This might involve delegation visits, students/staff exchanges, international summer schools and other activities.**

13. To work with Sussex Abroad staff and the International Summer School team to promote study abroad opportunities at Sussex to CUHK SZ students, and to support Sussex Abroad's UK promotion of CUHKSZ as an exchange destination.
14. To work with academic Schools at Sussex to support the development of field trips or study tours to CUHKSZ and/or the region.
15. To support the OAL at CUHKSZ with preparing outbound students for studying in the UK at Sussex.
16. To provide support and advice to Sussex students studying at CUHKSZ and in the region.

**To oversee the day-to-day operation of Beijing, Shenzhen offices and staff, including managing the budget and expenses.**

17. To provide leadership, line management and budget management for Beijing and Shenzhen Offices.
18. Contribute to the development of a positive team working environment seeking opportunities to co-ordinate activities.
19. Ensure continued staff and self-development by engaging with staff training programmes.
20. Foster and maintain a collaborative, positive and supportive team culture.
21. Oversee the day-to-day management of the China based team and ensure the University remains compliant with local legislation, for example with regards to permits, tax and licences.

**To support the strategic work of the Head and the Deputy Head of International Office**

22. Regularly monitor and review strategy with the Head and the Deputy Head of International Office, and Senior International Officer (East Asia) and academic units – taking into account not only internal trends but also international / national sector and government policy developments that may impact on our development efforts – making recommendations as appropriate.

23. Monitor and review government policies changes and market intelligence, making recommendations as requested.
24. Identify opportunities for new course development and new market opportunities, which may include recommending new collaborations with other partners in China.
25. Support the review and revision of the University international strategy and annual operating plan.
26. Work with the Head of International Office and Senior International Officer (East Asia) to provide statistical analysis for Schools to inform portfolio development.

**To provide proactive support to academic Schools in developing and maintaining their international strategies.**

27. Encourage academic engagements in the region. Support regional working groups and academics to foster good cross-departmental working relationships.
28. As directed, support School international objectives and to assist in the development and implementation of their international strategies in China.
29. Advise and assist visits by Sussex academic staff to target regions in co-ordination with Senior International Officer (East Asia) and Beijing Project Manager.
30. Support regular overseas alumni events and feedback on meetings with alumni to the Alumni Relations officer and Director of Development and Alumni Relations.

**To provide support in developing the University's key international strategic areas of customer relationship management; marketing and communication; production of Chinese marketing materials; Chinese digital and social media; scholarships and bursaries; portfolio development; and partnerships.**

31. Take the lead in encouraging the development of an internationally attractive portfolio of programmes through collation of data and information and close working relationships with academic colleagues.
32. Provide feedback to ensure that the current ranges of international student promotional materials we offer are appropriate to target audiences.
33. Inform of trends within social media, websites and online marketing channels from within target region.
34. Coordinate continuous market scanning to identify possible new markets and opportunities, working with Senior International Officers and the SRS Market Research Officers to ensure market research underpins the development of new programmes and streams of activity.
35. To provide guidance and supervision to the China International Officers in the development and production of Chinese marketing materials.

36. To supervise the China International Officers in the maintenance and delivery of latest updates on Chinese digital and social media platforms.
37. Ensure that activities are customer service orientated and update on areas of good practice observed within the sector.
38. Provide feedback on the attractiveness of the University's scholarship and bursary programme.
39. Maintain academic, industrial and institutional partnerships and inform on opportunities for development.

**Other duties**

40. Undertake visits in China, sometimes of significant length (between one to three weeks in duration).
41. Provide regular updates and reports via weekly contact with International Office in UK.
42. To be prepared to undertake overseas/China visits which amount to the role holder being overseas for up to sixteen weeks each year.
43. To attend regular training in UK.
44. Deliver an appropriate applicant conversion strategy in co-ordination with the International Office, which maximises student enrolments from the region.
45. Represent the University to outside bodies as appropriate (e.g. BUILA, UUK, NARIC etc), initiate and maintain good strategic relationships with outside organisations and initiate appropriate collaborative projects with these partners.
46. Ensure that prospective students recruited from the region are sufficiently prepared for their academic study by providing relevant pre-departure information.
47. Keep abreast of national and international developments and inform the International Office accordingly.

**Person Specification: International Officer**

SKILLS / ABILITIES

	Essential	Desirable
Ability to deliver excellent and engaging written and oral communications to convey key marketing messages in the student recruitment context	X	
Ability to produce written content for a range of mediums (web, email, print) and adapt communication style to suit a range of audiences.		X
Cultural sensitivity, tact and diplomacy with the ability to remain calm in difficult situations	X	

A proactive and creative approach to problem solving, with a willingness to adapt to changing requirements	X	
Well developed organisational skills, with a proven track record of planning, managing and delivering marketing related projects on time.	X	
Ability to self-motivate and work unsupervised for long periods	X	
Fluent in English and Mandarin, superlative English language proficiency is essential	X	
Sensitivity and realism around potential opportunities, the deliverables and risks	X	
Ability to analyse complex data and translate them to actions	X	
Ability to represent the University to a range of audiences	X	
Ability to work well with a range of different people from Year 10 – 12 school students to Ambassadors, politicians, senior alumni and academic and professional services colleagues	X	

## KNOWLEDGE

	Essential	Desirable
Current knowledge of the UK university sector and the challenges it faces in international marketing and recruitment	X	
A comprehensive understanding of international education and a thorough knowledge of a range of different international markets and their education systems, particularly for China	X	
Awareness of pre-entry programmes such as foundation, diploma, pre-Masters and English language programmes.	X	
Computer and software literacy; Microsoft Word, PowerPoint and Outlook at advanced level	X	
Excellence in managing social media platforms, such as WeChat public account	X	
Know how to manage work load particularly when facing competing priorities	X	
Appreciate the importance of direction and team work	X	
Knowledge of current UKVI Student Route visa and TGraduate Immigration Route policies		X
Understand the importance of research and collating evidence to present professional recommendation		X

## EXPERIENCE

	Essential	Desirable
Direct experience of conducting recruitment activities in China	X	
Minimum five years experience in student recruitment and/or higher education marketing	X	
Experience of building networks and developing effective links with key external organisations that impact on student recruitment (for example agents and institution partners)	X	
Experience of budget management, including implementing recruitment strategies within a defined budget	X	
Experience in team leading and managing expectations	X	



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Experience of producing marketing materials in a range of mediums (web, email, print), including adapting communication style to suit a range of audiences.	X	
Experience of studying in the UK or other English speaking countries		X

### QUALIFICATIONS

	Essential	Desirable
A first degree or equivalent qualification	X	
A higher degree or professional qualifications, for example an MBA or CIM qualification		X

### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
An ability to be the external face of the institution and to represent the University to a range of audiences.	X	
Able and happy to travel extensively within mainland China and overseas (approx. 12 weeks per year)	X	
Able to work flexible and unsocial hours as required, including early morning, evenings and weekends	X	
The ability to work well under pressure	X	

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Date: 1 June 2022

**The appointee will be based at the Chinese University of Hong Kong, Shenzhen campus.**

**Interested candidates are invited to send a Cover Letter and Expected Salary together with detailed CV to the following email address: [WeChat@sussex.ac.uk](mailto:WeChat@sussex.ac.uk). Please use "University of Sussex – Candidate Name" as the subject of the email. The closing date for applications is 19/06/2022.**

If you want to have an informal conversation about this position, please email Rob Batchelor, Senior International Officer (East Asia) at [R.Batchelor@sussex.ac.uk](mailto:R.Batchelor@sussex.ac.uk).

We regret that only short-listed candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of email will not be considered.